ORDER

∡102150. Orders Order / Rev: Alt Order #: 06817867 DCCC Product Desc: Estimate: 1194 Flight Dates: 10/16/12 - 10/22/12 Primary AE: Amy McCreary Original Date / Rev: 05/24/12 / 09/18/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Name: **Great American Media** Agency **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: Broadcast 1010 Wisconsin Ave, NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Democratic Congressional Campaign Advertiser Name: A35+ Demographic: New Business Thru: **Product Codes:** PLI2 Order Separation: 00:05:00

Bill Plan

DILL I IUI				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	125	\$86,950.00	\$73,907.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	125	\$86,950.00	\$73,907.50	0.00
Totals	125	\$86,950,00	\$73,907,50	0.00

Advertiser External ID:

Agency External ID:

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	37%	\$86,950.00
Market	100%	\$235,000,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$56,400.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$37,600.00
KTUD	0%	\$0.00
KVVU	20%	\$47,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,050.00

	Ln	Ch	Start	End	Inventory Code	e Break	Start/End Ti	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
٦	= 1	KSNV	10/16/12	10/22/12	M-F 5-6a Wakel	Jpw/Wa@M	5-6a	MTWTF~~	:30	5	\$400.002	0.00 NM	5	\$2,000.00
					M-F 5-6a Wake	Up w/Wagners								
		WAKE L	JP WITH 1	THE WAGI	NERS		ž:							
		Star	t Date I	End Date	<u>Weekdays</u>	Spots/Week	. <u>Rate</u>	Rating						
	W	eek: 10/1	16/12	10/22/12	MTWTF	5	\$400.00	0.00						

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Order / Rev:

102150

Advertiser:

Democratic Congressional Campaign Cc

06817867

Product Desc:

DCCC

KSNV

Alt Order #: Flight Dates:

10/16/12 - 10/22/12

Estimate:

1194

	•										•		
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/16/1	2 10/22/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	MTWTF~∺	:30	5	\$400.002	0.00 NM	5	\$2,000.00
	WAKE (JP WITH	THE WAG		, y								
w	<u>Sta</u> /eek: 10/	<u>rt Date</u> 16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$400.00	Rating 0,00						
E 2	KSNV	10/16/1	2 10/22/12	Wake Up Early W Wake Up Early W		430a-5a	MTWTS	:30	4	\$200.001	0.00 NM	4	\$800.00
	WAKE I	JP EARL	Y W/THE W		vagners								
W	<u>Sta</u> /eek: 10/	<u>rt Date</u> 16/12	End Date 10/22/12	<u>Weekdays</u> MTWTS	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
E 3				M-F 6-7a WakeUp M-F 6-7a WakeU		6-7a	MTWTF	:30	5	\$725.001	0.00 NM	5	\$3,625.00
	WAKE	JP WITH	THE WAG		p www.agners								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10/		10/22/12	MTWTF	5	\$725.00	0.00						
E 4			2 10/22/12	Today Show Today Show	СМ	658a-9am	MTWTF	:30	14	\$900.001	0.00 NM	14	\$12,600.00
	TODAY	SHOW rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	<u>ى دە.</u> /eek: 10		10/22/12	MTWTF	<u> </u>	\$900.00	0.00						
E 5	KSNV	10/20/1	2 10/20/12	News 3 Sunrise - News 3 Sunrise 5		6a-7a	S-	:30	1	\$375.001	0.00 NM	. 1	\$375.00
	NEWS :	B AT SUI	NRISE										
14		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10/ KSNV		10/21/12 2 10/20/12	Saturday Today	CM	\$375.00 7a-9am	0.00 S-	:30	2	\$625.001	0.00 NM	2	\$1,250.00
	, ,			Saturday Today		7	_		_	4020.001	5.55 Tuv	_	Ψ1,200.00
		DAY TOI					- ··						
W	<u>5נמ</u> /eek: 10	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$625.00	Rating 0.00						
E 7				News 3 Sunrise -		6a-7a	S	:30	1	\$375.001	0.00 NM	1	\$375.00
	NEWS	3 AT SUI	UDICE	News 3 Sunrise 9	SUNDAY								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10/		10/21/12	S	1	\$375.00	0.00						
E 8	KSNV	10/21/1	2 10/21/12	Sunday Today Sunday Today	СМ	7a-8am	S	:30	2	\$500.002	0.00 NM	2	\$1,000.00
		ON SUN											
١٨	<u>Sta</u> /eek: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u>	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0,00						
				News 3 Today W	·····	9a-930am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
				News 3 Today					,	4 555.55 (0.00		Ψ000.00
		3 TODAY <u>rt Date</u>	//WKEND End Date	Mookdaye	Spots/Week	Data	Dating						
W	<u>318.</u> /eek: 10/		10/21/12	<u>Weekdays</u> S	<u> </u>	<u>Rate</u> \$500.00	Rating 0.00						
E 10	KSNV	10/21/1		Chris Matthews 9		9:30a-10a	S	:30	1	\$500.002	0.00 NM	1	\$500.00
	CHDIC	MATTHE	WS SHOW	Chris Matthews S	SUN 9:30am								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek; 10/		10/21/12	S	1	\$500.00	0.00						
E 11	KSNV	10/16/1	2 10/22/12	M-F Today Show		9-10a	MTWTF	:30	10	\$425,001	0.00 NM	10	\$4,250.00
	TODAY	SHOW	11	M-F Today Show	' II								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Veek: 10/		10/22/12	MTWTF	10	\$425.00	0.00						
E 12	KSNV	10/16/1	2 10/22/12	M-F Today Show Today 4th Hour	III 4th 16M	10am-11am	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
	TODAY	SHOW	Ш	, ,									
1.4		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Veek; 10/ KSNV		10/22/12 2 10/22/12	MTWTF	CM	\$325.00 11am-12pm	0.00 MTWTF	:30	10	\$325.001	0.00 NM	· 10	\$3,250.00
0	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, , 0, 1	_ , _,, , _		CIVI	· · · · · · · · · · · · · · · · · · ·	P11 (4) 1 1	,00	, 0	ψυ20.00 Ι	O'OO MINI	10	φυ, εύθ. Οθ

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KSNV

Order / Rev:

102150

Advertiser:

Democratic Congressional Campaign Co

Alt Order #:

06817867

Product Desc:

emocratic Congressional Campaign C

Flight Dates:

10/16/12 - 10/22/12

Estimate:

DCCC 1194

Ch Start End **Inventory Code** Break Start/End Time Days Ln Len Spots Rate Pri Rtg Type Spots Amount Rachael Ray Rachael Ray RACHEL RAY Weekdays Spots/Week Start Date **End Date** Rate Rating 10/22/12 MTWTF--Week: 10/16/12 \$325.00 0.00 E 14 KSNV 10/16/12 10/22/12 Noon News CM 12-1230pm MTWTF--:30 5 \$425.001 0.00 NM 5 \$2,125.00 Noon News **NEWS 3 AT NOON** Start Date **End Date Weekdays** Spots/Week Rate Rating MTWTF--10/22/12 Week: 10/16/12 \$425.00 0.00 E 15 KSNV 10/16/12 10/22/12 The Agenda 1230pm CM 1230-1p MTWTF--:30 \$325.001 0.00 NM 5 \$1,625,00 The Agenda 1230pm **NEWS 4: THE AGENDA** Start Date Spots/Week End Date Weekdays Rating <u>Rate</u> 10/22/12 MTWTF--Week: 10/16/12 \$325.00 0.00 E 16 KSNV 10/16/12 10/22/12 The Doctors CM :30 \$325.001 0.00 NM 2pm-3pm MTWTF--\$1,625.00 5 The Doctors THE DOCTORS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/16/12 10/22/12 MTWTF~~ \$325.00 0.00 E 17 KSNV 10/16/12 10/22/12 Dr. Phil CM 3-4p MTWTF--:30 \$450,001 0.00 NM 5 5 \$2,250,00 Dr Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating 10/22/12 MTWTF--Week: 10/16/12 \$450.00 0.00 E 18 KSNV 10/16/12 10/22/12 News 3 at 4 (1/2 hr) 4-430p MTWTF~~ \$725.001 CM :30 5 0.00 NM 5 \$3,625.00 News 3 at 4 FIRST NEWS 3 AT FOUR Start Date End Date **Weekdays** Spots/Week Rating Rate 10/22/12 MTWTF--Week: 10/16/12 5 \$725.00 0.00 E 19 KSNV 10/16/12 10/22/12 News 3 at 430pm CM 430-5pm MTWTF--:30 \$725.001 0.00 NM \$3,625.00 News 3 at 4:30PM **NEWS 4 AT 430P** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 10/16/12 10/22/12 MTWTF--\$725.00 0.00 E 20 KSNV 10/16/12 10/22/12 M-F Early News CM 5-630p MTWTF--:30 5 \$1,200.001 0.00 NM 5 \$6,000.00 M-F Early News **EARLY NEWS End Date** Spots/Week Rating Start Date Weekdays Rate MTWTF~~ 10/22/12 Week: 10/16/12 5 \$1,200.00 0.00 E21 KSNV 10/20/12 10/20/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$675.001 0.00 NM \$675.00 Sa-Su Early News KSNV EARLY NEWS Start Date **End Date** Spots/Week Weekdays 1 1 2 1 Rating <u>Rate</u> ----s-Week: 10/15/12 10/21/12 \$675.00 0.00 E 22 KSNV 10/16/12 10/22/12 M-F Jeopardy CM 630-7pm MTWTF--:30 4 \$1,300.001 0.00 NM \$5,200.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/16/12 10/22/12 \$1,300.00 0.00 E 23 KSNV 10/16/12 10/22/12 M-F Wheel CM 7-730pm MTWTF--:30 5 \$1,300.001 0.00 NM 5 \$6,500.00 M-F Wheel of Fortune WHEEL OF FORTUNE Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/16/12 10/22/12 MTWTF--5 \$1,300.00 0.00 E 24 KSNV 10/20/12 10/20/12 Weekend Jeopardy/WheeM 630-730pm ----S-:30 \$525,001 0.00 NM 2 \$1,050.00 WKND Jeop/Wheel JEOPARDY/ WHEEL OF FORTUNE Spots/Week Start Date **End Date Weekdays** Rate Rating Week: 10/15/12 10/21/12 \$525.00 0.00 E 25 KSNV 10/22/12 10/22/12 CM 8-10pm :30 2 \$4,000.001 0.00 NM M-----2 \$8,000.00

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KSNV

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Order / Rev:

102150

Advertiser:

Democratic Congressional Campaign Co

Alt Order #: Flight Dates: 06817867

10/16/12 - 10/22/12

Product Desc: DCCC

Estimate:	1194		

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type S	Spots	Amount
			Mon PR 8-10p Monday Prime 8-10p	~							
THE V	OICE		worday Fittie 6-10p	TI .							
	art Date	End Date	Weekdays Sp	ots/Week	Rate	Rating			1		
Week: 10	/22/12	10/28/12	M	2	\$4,000.00	0.00					
E 26 KSNV	10/21/1	2 10/21/12	News 3 Live in Prime	СМ	7-10pm	S	:30	2 \$1,600.002	0.00 NM	2	\$3,200.00
			News 3 in Prime								
	AFTER I										
	art Date	End Date		ots/Week	Rate	Rating					
Week: 10		10/21/12	S		\$1,600.00	0.00					
E 27 KSNV	10/21/1	12 10/21/12	LAW & ORDER (sync	•	SU 10-11P	S	:30	2 \$900.002	0.00 NM	2	\$1,800.00
1 4147 0	ORDER		Law & Order (synd) F	RIME							
			18/a alvelavia — Čia	-1-844I-	D-4-	Dath.			·		
<u>่ 5เล</u> Week: 10	art Date	End Date 10/21/12	Weekdays Sp	ots/Week 2	<u>Rate</u> \$900.00	Rating 0.00			•		
E 28 KSNV			M-F News 3 at Elever		11pm-1135p		:30	0 64 000 004	0.00.104	•	AA 145 54
E ZO KONV	10/10/	12 1/1/22/12	M-F News 3 at Eleve		i ibiii-i i səb	m MTWTF	:30	2 \$1,200.001	0.00 NM	2	\$2,400.00
NEWS	3 NIGHT	SIDE	W-I NEWS O At Lieve	'							
	art Date	End Date	Weekdays Sp	ots/Week	Rate	Rating					
Week: 10		10/22/12	MTWTF		\$1,200.00	0.00					
E 29 KSNV	10/20/1	12 10/20/12	Sa-Su News 3 at Elev	enCM	11pm-1135p	mS-	:30	1 \$1,100,001	0.00 NM	1	\$1,100.00
			Sa-Su News 3 at Ele		. ,			, 41,1001001	0.00 /	•	ψ1,100.00
NEWS	3 NIGHT	SIDE									
<u>Sta</u>	art Date	End Date		ots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10	/15/12	10/21/12	S-	1	\$1,100.00	0.00					
E30 KSNV	10/16/1	12 10/22/12	The Tonight Show	СМ	1135p-1237a	MTWTF	:30	8 \$500.001	0.00 NM	8	\$4,000.00
			Tonight Show								
		W W/ JAY LI	-					•			
	art Date	End Date		ots/Week	Rate	Rating					
Week: 10	/16/12	10/22/12	MTWTF	8	\$500.00	0.00					
									Totals	125	\$86,950.00